

- BPEC40N2

PROGRAM DETAIL INFORMATION

10/17/97

08:45:56.6

PROMOTION/DTOPS NO: 800027 DESC: DORAL CTS - 5 PACK SLEEVE - MARCH '98

PROGRAM CONTACT: SHARON REID-2584

DTS DATE: 03/02/98

PROMOTION UPC CODE: 12300 - 24697

COMMENTS:

DORAL BRAND SPECIFIC 5-PACK SLEEVES (ONE HALF CARTON) WITH DORAL AND COMPANY NAME GENERATION. NORMAL CEILING STRATEGY PRICING APPLIES.

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10---PF11---PF12---  
Help    Quit    Retrn                    DATES    SMS            PROD    DISP                    Main

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## P02-NH-DM1610

Job Name :GTPS018R  
Job Number :12458  
User :P02-NH-DM1610  
File Name :U7316.GTPS018R.12458.WRK00.971007091525.P02-NH-DM1610  
Destination :\\BUFmain1\\HPLJ4SI  
U Number :U7316  
Delivery :PRINTER  
Formatting :2 "

\*\* Note \*\* : New and faster print delivery program! If you have  
any print problems contact Jon Hooper @ 7769.

**First Quarter 1998**  
**March CTS Carton 5-Pack Sleeve**  
**Promotion #800027**  
**240 Offers per Store**  
**POS Kit #537362 (1/SKU)**

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Region	# Offers	CTS POS Kits #537362 (1/SKU)	Total 6M Cases	Lt 85	Lt 100	Lt Mthl 100	FF 100	U/I Lt 100	Lt Box 100	FF Box 100	Lt Box	FF Box	Mthl Box	Lt Mthl	FF 85	FF Mthl
1100 Boston	15,120	63	252	42	42	21	42	42	21	21	21				21	
1200 New York Metro	0	0	0	0	0	0	0	0	0	0	0				0	
1300 Philadelphia	12,960	54	216	36	36	18	36	36	18	18					18	
1600 Buffalo	32,400	135	540	90	90	45	90	90	45	45					45	
1700 Pittsburgh	43,920	183	732	122	122	61	122	122	61	61					61	
1800 Cincinnati	56,160	234	936	156	156	78	156	156	78	78					78	
Total NES	180,560	669	2,676	446	446	223	446	446	223	223					223	
2100 Winston-Salem	49,680	207	828	138	138	69	138	138	69	69					69	
2200 Atlanta	38,160	159	636	106	106	53	106	106	53	53					53	
2300 Florida	42,480	177	708	118	118	59	118	118	59	59					59	
2600 Dallas	96,480	402	1,608	268	268	134	268	268	134	134					134	
2900 Richmond	58,320	243	972	162	162	81	162	162	81	81					81	
Total SSA	285,120	1,188	4,752	792	792	396	792	792	396	396					396	
5100 N. California	24,480	102	408			68		68		34		34		34		
5400 S. California	32,400	135	540			90		90		45		45		45		
5900 Seattle	45,360	189	756			126		126		63		63		63		
5800 Houston	28,800	120	480	80	80	40	80	80	40	40					40	
Total WSA	131,040	546	2,184	80	80	364	364	364	182	182	142	142			40	
6200 Chicago	48,960	204	816	100	100	130	68	136	136	68					68	
6300 Minneapolis	81,360	339	1,356	226	226	113	226	226	113	113					113	
6600 Denver	139,680	582	2,328	388	388	194	388	388	194	194					194	
6700 Detroit	44,640	186	744	124	124	62	124	124	62	62					62	
6900 St. Louis	96,480	402	1,608	268	268	134	268	268	134	134					134	
Total MWSA	411,120	1,713	6,852	1,142	1,142	571	1,142	1,142	571	571					571	
<b>Grand Total</b>	<b>987,840</b>	<b>4,116</b>	<b>16,464</b>	<b>2,460</b>	<b>2,744</b>	<b>1,514</b>	<b>2,744</b>	<b>2,744</b>	<b>1,372</b>	<b>1,372</b>	<b>142</b>	<b>142</b>	<b>1,230</b>			

Note: Allocations based on 240 offers per Cigarette Tobacco Store. Each 6M case contains 60 5-Pack offers.